**CWM 38th Steering Committee Meeting- May 23, 2011**

**In attendance: Susan Funk, Steve White, Shannon McKenzie, Elysa Engelman, Sarah Cahill, Dana Hewson, Quentin Snediker, Nat Arrata, Matthew Stackpole, Jonathan Shay, Erin Marchitto**

Students from Pine Point School and West Broad Street School (5th grade level) presented projects they had made about the Mystic Seaport at the Board Meeting on Friday, May 20, 2011. One student from the West Broad Street School was excited to present the video he had made about the Charles W. Morgan and the larger whaling student. This presentation indicates the success the CWM may have in school curriculum.

Susan met with a woman who worked at Cornell and was interested in making a place for the CWM in New York. The location is protected and they are working to encourage more people to come to the grounds. **Susan will pass along more information about this opportunity to Dana and Shannon.**

Nat discussed the 70th Anniversary and the co-creative relationship between three sectors—restaurants, inns and retail stores. The businesses seem to be coming together and getting excited about a town- wide celebration on a week that would not otherwise be very busy. Nat asked for suggestions of other sponsors and businesses to involve in addition to L&M (tentative). Suggestions included: The Nature Center, The Art Center, The Mystic/Noank Library and the YMCA.

Drawbridge Construction may result in a two year project rather than three year. The bridge will need to close for a period of time either in November or May. It was determined that there are several negatives for the bridge to be closed at either date. **Closing in November will negatively impact the 70th Anniversary celebration** in terms of ease of access to businesses. The Celebration may also include a shuttle from the bridge to Mystic Seaport docks and a simulation of the Morgan coming down the river. Further arrangements will need to be made.

Sarah gave a report on the status of the Online Learning Community and the co-creation groups focusing on the “Magnificent Morgan”. Krystal Kornegay Rose has been taking footage and notes on each workshop. Mystic Seaport is getting very valuable input and suggestions from teachers, families and students. **Sarah will present the findings from the “Magnificent Morgan” workshops to the group sometime in July.**

Steve and Susan went to Hartford last Tuesday May 17, 2011 to discuss the “Year of the Morgan” in schools for the 2013/2014 school year with Dr. Coleman, acting commissioner from the Department of Education, and Kip Bergstrom, (formerly) Executive Director of Commission on Culture and Tourism. They were accompanied by Senator Andy Maynard. Each person seemed to agree with the idea and understood the synergy between tourism and education, etc. **We will need to work to help Dr. Coleman and Kip Bergstorm envision the curriculum and possibilities.** Andy Maynard also agreed to continue working on additional signage for Mystic Seaport on I-95 which will read, “Mystic, home of the Charles W. Morgan”. He is also working on license plates.

Some finances were discussed. Mystic Seaport has lent money which will be used by the new CCT to market tourism in Connecticut this summer as the budget has designated very little money for summer 2011. The money will return to the Greater Mystic Bureau for future marketing. Additionally the annual fund was up 6% and advancement succeeded in raising 1.6 million dollars.

Steve announced that PBS has committed to air three of Bailey Pryor’s documentaries. **This will be helpful to note in the current NEH Morgan grant for validation.**

**Need to provide the Trustees with a rationale for each port visit. This rationale should include (and is not limited to) the following: 1. Historical Significance, 2. Economic Benefit which could include the cost, 3. Marketing/Media Visibility/ PR opportunities, 4. Fundraising/Sponsorship opportunities. Quotes or details on the partnership with NOAA might also be helpful. We need a NOAA point person at Mystic Seaport.**

**Dan needs to meet with Susan, Steve, Nat and Matthew soon to discuss the stories, motivation and itinerary of the CWM 38th.**

**We need to develop and be prepared with speaking points or statements to counter negativity regarding whaling.** This will be helpful to ensure that everyone is stating the same information in the media, etc. **We need to emphasize the new message/direction of the CWM. Steve will provide his contact at the IFAW. We should consider using Sylvia’s quote, “… vessel that has changed her mission.” We may also be able to use some quotes from the Magnificent Morgan co-creation groups.**

**Steve suggested Nat include 4 or 5 good quotes regarding the relevance of the CWM in the Crescent Partners Pitch.**

**Steve asked Quentin/Dana/Shannon to please keep him and other staff in the loop about the major work being done on the stem-work.**

Elysa pointed out that the CWM may be in NY on Melville’s Birthday. Melville lived in Brooklyn, NY for a period of time.

**Erin will be calling to talk about the 6 month deliverables before the next meeting.**

The next meeting will be held on: Monday June 13, 2011 from 2-3PM